

**Government
Executive**

Media Group

INTRODUCING ROUTE FIFTY: COVERING NEWS AND INNOVATION IN LOCAL GOVERNMENT

New digital-only publication and events brand from Atlantic Media's Government Executive Media Group to connect local government managers at the state, county, and city level with news, insight, and resources.

Washington, D.C. (March 10, 2015): Building on the success of [Government Executive's State & Local](#) channel, Government Executive Media Group President Constance Sayers announced today the planned launch of [Route Fifty](#), an independent digital publication and events brand devoted to covering and connecting local governments across the United States. Michael Grass, who has served as Government Executive's State & Local Editor will run the new brand as executive editor and is currently building a network of staff and contributors to cover state and local innovation.

Invoking the idea of the iconic highway system connecting our country, *Route Fifty* will connect managers and influencers in state and local governments with relevant news and ideas and with a focus on technological innovation and best practices in government management. The new brand, tailored for the needs of today's more digital- and mobile- oriented management audience, will launch later this spring.

"The popularity of State & Local quickly proved that there is a need for quality, broad-reaching coverage of news and ideas at the local government level," said Sayers. "For nearly half a century, *Government Executive* has served federal managers and executives with news, analysis and digital tools to help them do their jobs better. We're excited to bring that capability and expertise in full to the state and local sector, and fortunate to have Michael Grass' talents and expertise to lead it."

"In my travels around the U.S. meeting with public officials, agency managers and various other state and local government practitioners, you really feel the energy that's driven by innovation, technology and the sharing of good ideas across jurisdictional boundaries," said Grass. "With *Route Fifty*, our priority is to bridge gaps in knowledge and cooperation between cities, counties, and states through compelling stories that demonstrate the exciting evolution that's happening in the states and locally across America."

Ahead of *Route Fifty*'s official site launch, users are invited to preview the site and sign up at www.routefifty.com to receive exclusive access to *Route Fifty*'s inaugural stories series, "The Roadmap," which will feature reporting on unique innovations occurring in cities along Route 50, from Sacramento, CA to Arlington, VA.

Launch underwriters for *Route Fifty* will include [SAS](#), [Akamai Technologies](#), [General Dynamics Health Solutions](#) and [Amazon Web Services](#). In addition, *Route Fifty* will partner with the National Association of State Technology Directors (NASTD), the National Association of Chief Information Officers (NASCIO), the National Association of State Procurement Officers (NASPO), the Association of Government Accountants (AGA), and the International Public Management Association for Human Resources (IPMA-HR).

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